

IN THE CLAIMS

Please amend the claims as follows:

- 1 1. (previously amended) A method for providing incentive award information to a customer,
2 said method comprising:

3 obtaining customer information of a customer from an input device;

4 transmitting said customer information to a remotely located host computer,
5 wherein said host computer locates incentive award information associated with said
6 customer information;

7 in response to the receipt of a scanned product code at said input device,
8 transmitting said scanned product code from said input device to said host computer;

9 determining within said host computer whether or not an immediate purchase of
10 a product associated with said scanned product code qualifies said customer for an award
11 based on said located incentive award information;

12 in a determination that an immediate purchase of a product associated with said
13 scanned product code qualifies said customer for an award, transmitting information
14 related to an opportunity for receiving said award from said host computer to said input
15 device and displaying said information related to said opportunity for receiving said award
16 on said input device.

- 1 2. (currently amended) The method of Claim 1, wherein said method further includes

2 in a determination that an immediate purchase of a product associated with said
3 scanned product code does not qualify said customer for an award, determining whether